```
Set     Items    Description
S1          0    AU=(JOFFE E? OR JOFFE, E?)
S2    2364668    HYPERLINK? OR URL? ? OR (WEB OR SITE? ? OR INTERNET)(2N)AD-
                 DRESS? OR HYPER()LINK? ? OR HTTP?
S3    1059852    ADVERT? OR AD OR PROMO? ? OR BANNER? ? OR ADS OR COMMERCIA-
                 L? ?
S4     673591    TRACK? OR TRACE? OR TRACING OR MONITOR?
S5    1680242    ACTIVIT? OR VISIT?
S6    1486414    MEASUR? OR CALCULAT? OR DETERMIN? OR COMPUTE OR COMPUTES OR
                 COMPUTING OR ESTIMAT?
S7    2659150    EFFICIEN? OR EFFECTIVE? OR PERFORMANC? OR GOAL OR RESPONS?
S8      51176    S4(3N)(S5 OR S7)
S9      87407    S6(3N)(S5 OR S7)
S10     53213    S2(S)S3
S11        99    S10 AND S8 AND S9
S12       101    S10(15N)S8
S13       140    S10(15N)S9
S14        11    S12(20N)S6
S15        20    S13(20N)S4
S16        62    (S14 OR S15 OR S11) NOT PY>2001
S17        57    S16 NOT PD=20010803:20040729
S18        57    RD (unique items)
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 634:San Jose Mercury  Jun 1985-2004/Jul 28
         (c) 2004 San Jose Mercury News
File 624:McGraw-Hill Publications 1985-2004/Jul 28
         (c) 2004 McGraw-Hill Co. Inc
File 613:PR Newswire 1999-2004/Jul 29
         (c) 2004 PR Newswire Association Inc
File 610:Business Wire 1999-2004/Jul 29
         (c) 2004 Business Wire.
```

1363947               LAM055
**AdKnowledge  Introduces  Advisor  – Now Marketers and Agencies Can**  Measure
    **Web Advertising** Effectiveness

DATE:  October 26, 1998       08:09 EST       WORD COUNT:  1,029

... to  measure  and  optimize the return on web advertising. With Advisor,
marketers can now accurately **track** consumers' complete **response** to ads,
including buying patterns, to determine long-term customer value.

    Advisor is the latest...

... web  marketing  dollars  and  save time and money by automating the web
advertising process.

    Accurate **Tracking** of Web Advertising **Effectiveness** Now a Reality

    Usually,  the  success  of  most  web  advertising  is  gauged  using  a
combination...

... AdKnowledge Advisor  closes the loop of web advertising by providing a
more accurate way to **track** an ad's **effectiveness** . Unlike other products
in  the  marketplace, Advisor is seamlessly integrated into the AdKnowledge
System, the...

... With  AdKnowledge's Advisor,  marketers and agencies can truly measure
"post-click"  consumer  actions  to  **determine** advertising **effectiveness**
and  the  long-term value of a customer relative to acquisition costs. More
than just...

... advertisement  –  which measures how popular or eye- catching an ad is,
but  not  necessarily how  **effective** .  Post-click  **tracking**  defines
advertising  results more accurately than click-through, because it reports
on what customers do...

... software  to buy or maintain. Billing is based on percentage tiers that
correlate  to  monthly **advertising** billing volume. In addition, Advisor's
basic reporting function is available now for a set...

... For  more  information,  or  to  order  the  AdKnowledge  System,  call
800-286-6778 or visit **http** ://www.adknowledge.com.

    ABOUT ADKNOWLEDGE

    AdKnowledge  is the only independent provider of a complete, end-to-end
web **advertising** management system that generates a high return on
investment  for  the  **advertiser** 's media  dollars  and  increases  the
profitability  of  agencies.  The  AdKnowledge  System  automates  the
 **advertising**  process and delivers it through one easy-to-manage web-based
system, which enables users **http** ://www.adknowledge.com.

SOURCE  AdKnowledge

**18/3,K/2      (Item 2 from file: 813)**

1336095                    HSTU042
**NetGravity Launches AdServer 3.5 for Targeted, Mission-Critical Online
    Marketing**

DATE:  September 8, 1998        07:58 EDT        WORD COUNT:  1,039

... investment.  Building  on top of AdServer's already unique, distributed
architecture, AdServer 3.5 automatically **monitors** the **performance** level
of  each  AdServer  in  a  network,  and  distributes  the  ad request load
proportionately.  This...

...http://www.netgravity.com.

    About NetGravity

    NetGravity  is  the  leading  provider  of  mission-critical  online
 **advertising**  and direct marketing software solutions. NetGravity delivers
a  range  of scalable software and service solutions to manage **advertising**
inventory,  dynamically  target  **ads**  and reliably **measure  ad
performance**  for websites and networks. The company's worldwide customer
base numbers more than 250, including...
... Market  under  the  symbol  NETG.  For  more  information,  please call
650-655-4777 or visit  **http** ://www.netgravity.com.

    Legal Notice Regarding Forward-Looking Statements

    Except for the historical information contained...

... include,  without  limitation,  those relating to: the size and rate of
growth of the online **advertising** market; NetGravity's ability to develop,
on  a  timely  basis,  new releases of its software...other of NetGravity's
filing  with  the Securities and Exchange Commission, each available online
at  **http** ://www.sec.gov.

SOURCE  NetGravity, Inc.


**18/3,K/3      (Item 3 from file: 813)**

1329204                    SFM043
**ValueClick Network Releases VisiTrack Free to Online Advertisers**

DATE:  August 24, 1998        08:04 EDT        WORD COUNT:  600

...using a real-time statistics module. Using VisiTrack, advertisers on the
ValueClick  Network  can  instantly  **monitor** the **effectiveness** of their
banner  ad campaigns. VisiTrack is a free service offered to advertisers on
the...

...on selected pages of the advertiser's site, the performance data of each
banner  is  **measured** and recorded. The **VisiTrack** results are placed on
the  advertiser's  real-time  statistics  module,  giving  the  advertiser
powerful...

Bode Akintola                    29-Jul-04                    EIC 3600

...Bravo! Marketing, 415-777-0800, ext. 118,
or lionel bravomarketing.com, for ValueClick

    Web site:   **http** ://www.valueclick.com/ **ad** .html

    Web site:   http://www.valueclick.com


 **18/3,K/4      (Item 4 from file: 813)**
DIALOG(R)File 813:PR Newswire
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1322877                    SFTU026
**NetGravity Launches AdCenter Service Solution**

DATE:  August 11, 1998        07:58 EDT        WORD COUNT:  1,059

...of reports.

    Optional AdCenter features include:

    AdCenter   ActionTrak   --  AdCenter   ActionTrak   enables   sites   and
advertisers  to   **track**   subsequent  transaction   **activity**   back  to  the
originating content site and/or specific ad creatives. This cost per action
...

...NETGRAVITY for more information.

    About NetGravity

    NetGravity  is  the  leading  provider  of  mission-critical  online
**advertising**  and direct marketing software solutions. NetGravity delivers
a  range  of scalable software and service solutions to manage **advertising**
inventory,   dynamically   target   **ads**   and   reliably   **measure**     **ad**
**performance**    for websites and networks. The company's worldwide customer
base numbers more than 250, including...

... SM)   under   the   symbol  NETG.  For  more  information,  please  call
650-655-4777 or visit  **http** ://www.netgravity.com.

    Legal Notice Regarding Forward-Looking Statements

    Statements  in  this press release which risk that online  **advertising**
and  direct  marketing  do not gain broad market acceptance. Readers should
also refer to the...

...Registration Statement (No. 33-51007) and other filings available on the
SEC's website at  **http** ://www.sec.gov.

SOURCE  NetGravity, Inc.


 **18/3,K/5     (Item 5 from file: 813)**
DIALOG(R)File 813:PR Newswire
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1312396                    NYW085
**Unified  Gamers Online Ranks 1 in Audience Composition with Teens According
    to Recent Study**

DATE:  July 22, 1998        12:37 EDT       WORD COUNT:  416

...the first company to provide national audience projections for the World
Wide Web to help **advertisers** , agencies and site publishers more
accurately **track** Web usage and target **advertising** . RK reports **measure**
 "unique **visitors** " in terms of age, gender, income, location, market
breaks, education, home/business use and industry...                    .


   **18/3,K/6        (Item 6 from file: 813)**
DIALOG(R)File 813:PR Newswire
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1273036                    LATH026
**ICG Netcom Launches Aggressive Database Marketing Efforts With Intelliquest**

DATE:  May 7, 1998        07:02 EDT       WORD COUNT:  937

... to the technology industry. IntelliQuest uses its proprietary databases
and software to help technology companies **track** product **performance** and
customer satisfaction, **measure** **advertising** **effectiveness** , assess
brand strength and competitive position, **determine** price sensitivity, and
evaluate new products, markets or other business opportunities.
IntelliQuest licenses custom proprietary...

... advice to the Internet and online services industries. IntelliQuest has
over 400 employees worldwide. Internet:  **http** ://www.intelliquest.com

    IQ  MKIS  is  headquartered at 380 Interstate North Parkway, Suite 310,
Atlanta...


   **18/3,K/7        (Item 7 from file: 813)**
DIALOG(R)File 813:PR Newswire
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1196291                    SFM018
**Sidewalk Announces Major New National and Regional Advertisers and Sponsors**

DATE:  December 8, 1997        08:00 EST       WORD COUNT:  823

... to personalize their messages for individuals in local markets. In
addition, fast, reliable data-gathering **tracks** the **effectiveness** of
specific ads, helping marketers adapt their messages for increased impact.
The new national advertisers...

... targeted, personal way. The ability to deliver different messages to
different markets and get quick **measures** of **effectiveness** is a major
benefit."

    Besides enabling advertisers to deliver different campaigns to
different markets, Sidewalk...

...also scheduled to come to Chicago.

    Sidewalk is free on the World Wide Web at  **http** ://sidewalk.com/ and is
a featured offering on MSN(TM), The Microsoft Network Internet online
service, at  **http** ://www.msn.com/ (connect-time charges may apply).
**Advertising** sponsors include BankBoston; Bank of America and Seafirst

Bank; Bantam Books; Barnes & Noble Inc.; BMW...


**18/3,K/8       (Item 8 from file: 813)**
DIALOG(R)File 813:PR Newswire
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1142120                    NYTU094
**DoubleClick Launches First International Web Advertising Network in Japan**

DATE:  August 19, 1997        16:02 EDT        WORD COUNT:  986

... and Targeting) is DoubleClick's leading  ad targeting and reporting
system that ensures accurate and **effective**  **tracking** , trafficking and
**measuring**  of online ad campaigns.

    Other  advanced technologies that will be available through DoubleClick
Japan Inc...

...TestIt!, a program designed for testing banner creative within 48 hours;
Spotlight,  a service for  **tracking** user  **activity**  beyond the banner; and
ClickBoosters,  DoubleClick's  proprietary  intelligent marketing agent for
automated placement of...

...site pages most likely to generate the highest response rates.

    About DoubleClick Inc.
    DoubleClick Inc, ( **http** ://www.doubleclick.net) is the leading Internet
**advertising**  solutions company. Combining state-of-the-art technology and
media expertise, DoubleClick successfully centralizes planning...


**18/3,K/9       (Item 9 from file: 813)**
DIALOG(R)File 813:PR Newswire
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1034074                    NEM005
**net.Genesis  and ZDNet Announce Strategic Relationship to Publish First Web**
    **Performance Index**

DATE:  December 16, 1996        08:29 EST        WORD COUNT:  765

...of the Internet -- one of today's most prominent Internet concerns -- by
enabling us to  **track**  Web  **performance**  peaks and valleys. Thanks to
net.Genesis' innovative research, we're able to publish the...

...  ZDNet.Sweep  index  will  allow  companies  to  understand  nationwide
performance  trends against which they can  **measure**  their own  **performance**
."

    The net.Sweep  polling system is based on a distributed network across
the United States...

... be  accessed  over 500 times per day, seven days a week, resulting in a
comprehensive  **measurement**  of their  **performance**  from a wide variety of
viewpoints and solid trend data to measure changes over time...
...s effectiveness. net.Sweep, the first to market service from net.Genesis
offers  a quantitative  **measurement** of the  **performance**  of a Web site and
helps pinpoint problems. The net.Genesis products are available directly...

... based ZDNet is Ziff-Davis' award-winning brand of online services. The ZDNet Web site ( **http** ://www.zdnet.com), a high-quality source of computing news, buying information and services, is...

... the 10,000-title ZDNet Software Library. Nearly 2.5 million unique visitors use the **advertiser** -supported ZDNet site each month. ZDNet is consistantly ranked among the top-grossing Web sites...


**18/3,K/10       (Item 10 from file: 813)**
DIALOG(R)File 813:PR Newswire
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0985268                    NYF009
**CMP Media Inc. Announces Joint Venture Partnership With WebConnect**

DATE: August 16, 1996       09:30 EDT       WORD COUNT:  663

...and efficiently.

   A key component of WebConnect is its state-of-the-art tracking and
**measuring** tools.  WebConnect delivers immediate online reporting to
**advertisers**   .  By accessing a private, secure **URL** , **advertisers** can directly
**monitor** the **effectiveness** of their campaign on their own PC -- any day, any
time.
This online reporting architecture...


**18/3,K/11       (Item 11 from file: 813)**
DIALOG(R)File 813:PR Newswire
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0975372                    NYTU018
**ANOTHER  INDUSTRY  FIRST!  ACNIELSEN  ASI  NET  VIEWS'96  PRODUCT  MEASURES
    INTERNET MARKETING POTENTIAL BY BRAND, CATEGORY**

DATE: July 23, 1996       09:01 EDT       WORD COUNT:  679

...the Internet at http://acnielsen.com.

   Stamford, Conn.-based ASI Market Research, Inc. tests more
**commercials** each year than any other company in the world.  ASI comprise
s three operating divisions: **Advertising** Testing, which provides copy
testing for measures like persuasion, recall and diagnostics; ASIRAS,
which **tracks** **advertising** , conducts sales **response** analysis and
**measures**
the long-term effects of **advertising** ; and ASInteractive, which offers
research services for interactive media including interactive
television, CD-ROM, games...

...sites.  To learn more about ASI Market Research, visit the
company's home page at **http** ://www.asiresearch.com.


**18/3,K/12       (Item 12 from file: 813)**
DIALOG(R)File 813:PR Newswire
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0890300                    SFW013
C NET: THE COMPUTER NETWORK UNVEILS REVOLUTIONARY INTERNET ADVERTISING
    TOOLS THAT ALLOW CUSTOM BANNER AD DELIVERY BASED ON DEMOGRAPHIC
    INFORMATION

DATE: December 6, 1995        06:55 EST        WORD COUNT: 902

...Over a year in development, the new technology, called DREAM
(Delivery of Real-Time Electronic **Advertising** messages) will be made
available to c/net's **advertisers** beginning December 15 on c/net's two
World Wide Web sites; c/net online ( **http** ://www.cnet.com) and
shareware.com ( **http** ://www.shareware.com).  Three direct marketing
 **advertisers** , Insight, Internet Shopping Network, and MicroXperts will be
the first to utilize the new technology...

...Building on Existing Tracking Tools

    Since October 1, c/net also has offered ARM (Advertising **Response**
and **Monitoring** ) software, a first-of-a-kind set of tools that allows
advertisers to evaluate audience response to their messages.  Using ARM,
c/net online, advertisers also can **determine** the audience most
 **responsive** to a product or message and compare advertising usage and
response rates against system-wide...


 **18/3,K/13      (Item 13 from file: 813)**
DIALOG(R)File 813:PR Newswire
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0881136                    NE002
**ZIFF-DAVIS' ZD NET RECEIVES PRESTIGIOUS 'BEST OF THE NET' AWARD**

DATE: November 9, 1995        08:29 EST        WORD COUNT: 904

...Reinforcing its position
as the leading provider of computer buying information to both Internet
and **commercial** online service users, Ziff-Davis Interactive (ZDI) today
announced that its ZD Net/World Wide Web Edition ( **http** ://www.zdnet.com)
received the prestigious "Best of the Net" award from GNN in the...

...understanding the ever-changing dynamics of the Internet, to their
counterparts at Ziff-Davis' leading **computing** publications, who are
 **responsible** for creating the online versions of their respective
publications within ZD Net."

    At the event...

...of design, regularity of updates, use of the Internet medium to
transcend traditional media, proven **performance    track** record,
reputation among Internet users, and amount of free content.
    According to GNN's corresponding...


 **18/3,K/14      (Item 1 from file: 624)**
DIALOG(R)File 624:McGraw-Hill Publications
(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

01170824
**Profiles**
Aviation Week & Space Technology  May 14, 2001; Pg E14; Vol. 154, No. 20

Journal Code:      AW                    ISSN: 0005-2175
Section Heading: E-BOOK
Word Count:        12,941     *Full text available in Formats 5, 7 and 9*

TEXT:
...AAA), which allows rapid changes in an aircraft's configuration, from
weight sizing through detailed **performance calculations** and cost
 **estimations** . Aero-CADD is a 3D wireframe and surface modeling tool. It
contains an AeroPack feature... separate private Internet sites from its
U.S.-based affiliate for its suppliers and customers. **https** ://ebc.pwc.ca
is a source for online customer training, warranty and **commercial**
support, technical publications, aftermarket spare parts and suppliers'
parts scheduling. A second site for its...working in hard code, such as C
or C++. Training is task-based and student **performance** is **tracked** and
 **measured** . The software's modular functionality allows training tasks to
be modified to suit different levels...


 **18/3,K/15        (Item 1 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00589390  20010611NEM049   (USE FORMAT 7 FOR FULLTEXT)
**New Agent Referral System Provides Hartford Agents with Leads for Customers
Seeking Personal Insurance Coverage**
PR Newswire
Monday, June 11, 2001  15:13 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 592

...Locator and lead generation and management
system lies in the ability to manage the leads, **track** lead **activity** and
 **measure** the **response** and conversion to sale of these Internet generated
leads.
"We want to make sure that...

...benefits;
automobile and homeowners products; commercial property and casualty
insurance; and reinsurance. The Hartford's **Internet address** is
www.thehartford.com

               MAKE YOUR OPINION COUNT -  Click Here
           http://tbutton.prnewswire.com/prn...


 **18/3,K/16        (Item 2 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00585868  20010605DCTU002   (USE FORMAT 7 FOR FULLTEXT)
**Inhand Announces Batterysmart(TM) for Handheld Platforms; Software/Hardware
Technology Increases Performance Options And Battery Duration**
PR Newswire
Tuesday, June 5, 2001  12:00 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 520

...bandwidth monitor that works at

the operating system's kernel level, enabling developers to accurately
        **determine** necessary **performance** adjustments. This **monitor** offers the
        developer a true measure of CPU bandwidth, enabling the creation of
        handheld devices...

...Inc.) is an ultra-portable
handheld platform provider to Original Equipment Manufacturers. The company provides **commercial** off-the-shelf developer's kits that are industrial-strength and power-efficient, for uses...
...headquarters are in
Rockville, Maryland. For more information please view the company web site at
 **http** ://www.inhandelectronics.com .

    Customer Contact:
    Mark Price
    InHand Electronics, Inc.

    301-670-9508
    sales@inhandelectronics...


 **18/3,K/17        (Item 3 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00552012  20010416PHM011   (USE FORMAT 7 FOR FULLTEXT)
**Decisionone, Kinetic Workplace And Equis Establish Strategic Alliance for Telework Planning Services**
PR Newswire
Monday, April 16, 2001  08:31 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,050

...program that addresses:  personnel policies, procedures and protocols; change management; methodology to enter the program; **measurement**
benchmarks and **performance**  **tracking** ; and other areas such as class room,
computer-based and online training,  and the coordination...

...Katherine Kuntz, Director Marketing Communications of DecisionOne, 610-993-6570, or Jeff McGinnis of Gaul **Advertising** , 610-225-0761, ext. 14,
or Ronald Hudak, Marketing of Kinetic Workplace, 412-391-1010, ext. 254, or Mary Furman of Marketing, Equis Corporation, 312-424-8135
Web site:  **http** ://www.kineticworkplace.com
Web site:  **http** ://www.equiscorp.com
Web site:  **http** ://www.decisionone.com


 **18/3,K/18        (Item 4 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00549970  20010411DAW003   (USE FORMAT 7 FOR FULLTEXT)
**ACS Chosen by Department of Defense for Health Care Program Evaluation**

PR Newswire
Wednesday, April 11, 2001  08:05 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 521

TEXT:
...ACS and its
subcontractors, the MEDSTAT Group and the West Virginia Medical Institute,
will be **responsible** for **determining** **measurable** improvements in the
quality of
the Military Health System by conducting studies and **performance**
**measures** in
the area of medical best practices; assessing Health Plan Employer Data and
Information Set...

...to include administrative
data and medical record data.  The objective of the NQMP is to **monitor**
**performance** and to improve the quality of care within the Military Health
System.  It involves all...

...1000 company comprised of nearly 20,000 people in 21
countries providing technology solutions to **commercial** and government
clients
worldwide.  The company delivers e-solutions, systems integration services,
and a complete...

...symbol "ACS".  ACS makes
technology work for our clients.  Visit ACS on the Internet at
**http** ://www.acs-inc.com.

    The statements in this news release that do not directly relate...


 **18/3,K/19**      **(Item 5 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00528714  20010307LAW048  (USE FORMAT 7 FOR FULLTEXT)
**Websidestory Rolls Out Red Carpet for Web Sites Expecting Big OSCAR(R)**
**Crowds**
PR Newswire
Wednesday, March 7, 2001  10:30 EST
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 682

TEXT:
...pioneering browser-based technology, HitBox Enterprise
(www.hitboxenterprise.com) offers unmatched scalability -- able to
accurately
**monitor** the **activities** of millions of visitors per hour.  It requires
no
hardware or software installation, and can...

...the behavior of all of
their visitors, no matter how large the volume."

    HitBox Enterprise **measures** the **effectiveness** of:

-- **Advertising** -- With detailed intelligence on referring **URLs** and
top
       paths through the site, companies **advertising** on Oscar sites can
       accurately assess the number of visitors that come to their site
from
       each **ad** , and where they go once they arrive.  For example,
companies
       can see which **ads** inspired visitors to make a purchase or sign up
for a
       membership.

    -- E-commerce -- Sites...

...profitability by allowing them to easily measure marketing return on
investment, increase site stickiness and **visitor** loyalty, **track**
customer
interest in products and services, improve customer service, and enhance
site
navigation.  Nearly 200...


 **18/3,K/20      (Item 6 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00508396  20010205HSM060  (USE FORMAT 7 FOR FULLTEXT)
**Veridiem  Inc.  Extends Marketing Performance Management Offerings with New
Brand Insight Services**
PR Newswire
Monday, February 5, 2001  08:29 EST
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 728

...this
part of our business because of her experience in developing and
implementing
innovative advertising **effectiveness    measurement** systems.  We are
delighted to
have her expertise and skill in helping us design and...

...and among all key
       target audiences, provides a marketplace context for understanding
       changes in marketing **performance** .

    -- The Ad Perception **Monitor** details consumers' ratings of specific
       advertisements compared to those of competitors, as well as norms
...

...Veridiem, Inc., is the leading provider of Marketing Performance
Management (MPM) solutions that enable leading **advertisers** , and their
agencies, to improve their return on marketing investments.  Veridiem
offers a
hosted application...

...can be reached at (978) 461-2444 or by
visiting the Veridiem Web site at  **http** ://www.veridiem.com .

SOURCE Veridiem Inc.
CONTACT: Chris McCoin, 508-881-0095, or chris@mccoinsmith...

18/3,K/21     (Item 7 from file: 613)
DIALOG(R)File 613:PR Newswire
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00504378  20010130CGTU025   (USE FORMAT 7 FOR FULLTEXT)
**Joint Marketing Agreement Signed by Thindisc Media And Insight Development**
PR Newswire
Tuesday, January 30, 2001  08:06 EST
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 641

...publishers with an extraordinary ability to
rapidly access and annotate Internet websites as well as **track    response**
rates," said Matthew Leek, TDM president.  "This will generate new revenue
streams and increase **measured    response** rates far in excess of today's
brute
force methods."

     ThinDISC Media is a digital media manufacturing company utilizing
printing
press technology to combine optical media with print media for  **advertising**
 and
promotional purposes, (marketable production scheduled for 4th quarter
2001).
If you seek any additional information about our company, please visit our
website at  **http** ://www.thindisc.com .

     Insight Development of San Ramon, CA is a leading developer of Internet
...


18/3,K/22     (Item 8 from file: 613)
DIALOG(R)File 613:PR Newswire
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00492541  20010111SFTH031   (USE FORMAT 7 FOR FULLTEXT)
**Macromedia  Flash  Advertising  Alliance  to  Help Shape the Future of Rich
Media Advertising**
PR Newswire
Thursday, January 11, 2001  11:00 EST
JOURNAL CODE:  PR NEWSWIRE, INTERACTIVE CONNECTION  LANGUAGE:  ENGLISH
RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,081

TEXT:
...standard way to easily
track clickthrough and other elements of Macromedia Flash-based ads.

     (Photo:   **http** ://www.newscom.com/cgi-bin/prnh/19990921/MACRLOGO )
     America Online, Bluestreak, CNET, DoubleClick, Engage, Excite...

...members of the alliance, which plans to
offer a clear, standardized path for rich media **advertising**  to be
authored,
delivered, and **tracked    effectively** . Macromedia Flash is ideal for rich
media

because it delivers interactive, animated, and engaging experiences.
Additionally, Macromedia Flash **ads** can provide navigation and
hierarchical
elements within **advertisements** . The Macromedia Flash **Tracking** Kit
enables
developers and **ad** serving networks to quickly and easily assign "click
codes"
to Macromedia Flash **advertisements** . This **tracking** tool allows
developers and
**ad** serving networks to **measure** the **effectiveness** of their campaigns.
Leading
**ad** serving networks such as DoubleClick, Engage, L90, TargetNet, and
24/7 Media have pledged their support of this new **tracking** method, which
can
be downloaded for free from the Macromedia Rich Media **Advertising**
Resource
Center ( **http** ://www.macromedia.com/solutions/richmedia/tracking).

...delivery platform to effectively communicate their brands
online."
    The alliance will address the critical issues **advertisers** are facing
as
they begin investing in rich media. Membership in the alliance is free and
open to all leaders in the rich media **advertising** space. The alliance
( **http** ://www.macromedia.com/solutions/richmedia/mfaa/) will meet quarterly
to
address a broad range of topics that will be crucial to reducing cost and
increasing the deployment of Macromedia Flash **advertising** , such as
tracking
standards, dimension standards, and wireless **advertising** . Companies
interested
in joining the alliance, which meets for the first time on January 17...

...alliance's work is critical as a Jupiter Research study found
that 72 percent of **advertisers** planned to invest in rich media
**advertising** in
2000, up from 27 percent in 1999. Jupiter Media Metrix predicts that almost
30...

...of the online media spending by 2005 will be dedicated to rich media
or streaming **advertising** .
    "Unicast is driven to make the Internet the most effective advertising
medium ever created, and...

...and DoubleClick, Inc. worked together to create the Rich Media
Resource Center to educate publishers, **advertisers** , agencies, and
developers
through examples and case studies of successful rich media campaigns. On
the
site, **advertisers** can learn eight crucial steps for creating a successful
campaign, while site publishers can learn how to overcome the obstacles of
deploying rich media. The resource center is located at
 **http** ://www.macromedia.com/solutions/richmedia.

    About Macromedia
    Macromedia is passionate about what the Web can...


   **18/3,K/23      (Item 9 from file: 613)**
DIALOG(R)File 613:PR Newswire

00445480  20001025NEW008  (USE FORMAT 7 FOR FULLTEXT)
**Switchboard.Com Advertising Products to Be Integrated Into Commercetone E-Marketing Services Suite**
PR Newswire
Wednesday, October 25, 2000  07:01 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 776


TEXT:
...midsize business
marketplace.  Through tight integration with CommerceTone's
merchant-friendly
campaign creation and campaign **tracker** tools, small businesses are able
to
more easily create an **advertising** campaign on CBS Switchboard.com and
**measure**
its **effectiveness** .  By combining the strengths of the Switchboard and
CommerceTone offerings, local merchants have an increased...


 **18/3,K/24**      **(Item 10 from file: 613)**
DIALOG(R)File 613:PR Newswire

00432005  20001009DAM020  (USE FORMAT 7 FOR FULLTEXT)
**Broadbandnow Teams with Leading Distributors And Hosting Centers to Deliver Priority Network Access**
PR Newswire
Monday, October 9, 2000  11:23 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,452


...Texas-based provider of high-speed
Internet services and multimedia applications for residential consumers and
 **commercial** enterprises.  BroadbandNOW was founded in 1994 and today
delivers
high-speed data services and content...

...services in
more than 28 major metropolitan markets.  More information about
BroadbandNOW
is available at **http** ://www.bbnow.com.

BroadbandNOW directPEER(TM) Relationships
Delivery Networks

    Akamai is a foremost provider of...and multi-level security
protections.  The
company also provides a wide range of Web site **performance** **monitoring**
and
**measurement** services.

Content Sources

    CinemaNow, Inc. is majority owned by Trimark Pictures (Nasdaq: TMRK),
which is...

Bode Akintola                    29-Jul-04                    EIC 3600

**18/3,K/25      (Item 11 from file: 613)**
DIALOG(R)File 613:PR Newswire

00430568  20001005NYTH111  (USE FORMAT 7 FOR FULLTEXT)
**Cybuy Partners with L90 to Offer Comprehensive E-Mail Marketing Solution**
PR Newswire
Thursday, October 5, 2000  13:06 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 677

...target ads to Web users based upon
their specific interests and characteristics.  adMonitor also enables
 **advertisers** to **track** , **measure** and manage the **effectiveness** of their
**ad**
campaigns in real-time.  Headquartered in Los Angeles, L90 has additional
offices in New York...


**18/3,K/26      (Item 12 from file: 613)**
DIALOG(R)File 613:PR Newswire

00404394  20000829SFTU114  (USE FORMAT 7 FOR FULLTEXT)
**Moors & Cabot Initiates Coverage of Accrue Software with A Buy Rating And A
$30 Price Target**
PR Newswire
Tuesday, August 29, 2000  14:43 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 3,730

...importantly understand
their customers' behavior.  Utilizing Accrue's network based collection
technology, merchandisers can better **track**  their customers/ **visitors**
entry
point ( **URL**  or **ad**  campaign link), their navigation through the web site
(which
products/news links are generating the most requests).  Accrue also **tracks**
customers/ **visitors**  exit point(s), and exit reason (e.g. slow download
speeds,
unavailable information.)

    Merchandisers can...
...product is Accrue Insight.  Accrue Insight is the only
analytic tool in the industry that **measures**   **activity** at the network
level
rather than the server level.  A network collector enables an organization
...ad servers, such as DoubleClick, and
    integrates it with Insight's database. Managers can then **track**  the
    number of **visitors**  who respond from the other ad servers and their
    navigation through the Web site.

    Content...


**18/3,K/27      (Item 13 from file: 613)**

00372922  20000712NETH008   (USE FORMAT 7 FOR FULLTEXT)
**C O R R E C T I O N -- Aspect Medical Systems, Inc./**
PR Newswire
Wednesday, July 12, 2000  10:59 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 908

...processed EEG
parameter to monitor the effects of anesthetics and sedatives on the brain.

    (Photo:   **http** ://www.newscom.com/cgi-bin/prnh/20000405/ASPMLOGO )
    Deterioration of the brain caused by Alzheimer's Disease, or **AD** , is
reflected in EEG activity and PET scan images that assess cerebral
metabolic
activity.  BIS...

...EEG and
has been shown in clinical studies to correlate with changes in cerebral
metabolic **activity** and clinical **measures** of cognitive function, such as
the
probability of recall and memory formation. The presentation explores...

...for BIS technology to be a useful
tool in detecting and monitoring the progression of **AD** .

    "With more than 10 years of extensive research on memory function and
consciousness monitoring, we...

...Aspect.  "We have conducted numerous trials which demonstrate
that BIS technology can be used to **effectively** **track** memory formation,
and we
believe there is promising evidence to suggest that bispectral analysis may
...


 **18/3,K/28      (Item 14 from file: 613)**

00371776  20000712NEW003   (USE FORMAT 7 FOR FULLTEXT)
**Aspect Medical Systems  Presents Clinical Presentation at World Alzheimer
Congress 2000**
PR Newswire
Wednesday, July 12, 2000  08:29 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 819

TEXT:
...processed EEG
parameter to monitor the effects of anesthetics and sedatives on the brain.

    (Photo:   **http** ://www.newscom.com/cgi-bin/prnh/20000405/ASPMLOGO )
    Deterioration of the brain caused by Alzheimer's Disease, or **AD** , is
reflected in EEG activity and PET scan images that assess cerebral
metabolic

activity. BIS...

...EEG and
has been shown in clinical studies to correlate with changes in cerebral
metabolic **activity** and clinical **measures** of cognitive function, such as
the
probability of recall and memory formation. The presentation explores...

...for BIS technology to be a useful
tool in detecting and monitoring the progression of **AD** .

...Aspect. "We have conducted numerous trials which demonstrate
that BIS technology can be used to **effectively** **track** memory formation,
and we
believe there is promising evidence to suggest that bispectral analysis may
...


 **18/3,K/29** **(Item 15 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00335235 20000516NYTU042 (USE FORMAT 7 FOR FULLTEXT)
**Panasonic Integrates Internet Keywords to Brand Products Online**
PR Newswire
Tuesday, May 16, 2000 13:00 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 719

...the brands, products and
services they're looking for without having to know the www **address** .
**Internet**
Keywords also provide brand marketers with an innovative direct response
vehicle, allowing Panasonic to **track** consumer **responses** and **measure**
the
 **effectiveness** of different **advertising** and promotional programs.

     "Internet Keywords provide a bridge for connecting consumers with
brands
and information...


 **18/3,K/30** **(Item 16 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00330801 20000510LAW040 (USE FORMAT 7 FOR FULLTEXT)
**Exodus Subsidiary Service Metrics Earns Top Award in Network Computing**
**Review of Web Site** Performance Monitoring **Solutions**
PR Newswire
Wednesday, May 10, 2000 08:03 EDT
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 574

**Exodus Subsidiary Service Metrics Earns Top Award in Network Computing**
**Review of Web Site** Performance Monitoring **Solutions**

TEXT:

...Metrics(TM),
Inc., has been awarded the Network Computing Editor's Choice award for Web
**performance   monitoring** .

    In a comprehensive review of five Web site monitoring solutions,
Service
Metrics earned the top...

Each **performance   measurement** service **monitored** the Network Computing
Web
site as well as two additional sites, Network World and InfoWorld...

...signifies that we've succeeded in providing
the highest level of accuracy and depth of **performance   measurement** data
in an
easy-to-use interface.  SM-WEB's reporting features makes it an...

...needs, from IT management to sales and
executive management."

    About SM-WEB
    Exodus' SM-WEB **monitoring** service **measures** the **performance** of Web
sites
from the end-user perspective through its worldwide network of Data
Collection...

...Navigator(R) or Microsoft(R) Internet
Explorer(TM) browsers.  Each agent in the network downloads **URLs** up to 15
times per hour, 24 hours a day.  For each **URL** monitored, the full page
and all
the objects on that page (graphics, redirects, **ads** , frames, etc.) are
downloaded.  As the page and all the objects on it are being...

...Web sites.
Through its subsidiary, Service Metrics, Exodus is a leading source of Web
site **performance   monitoring** and **measurement** services.  More
information on
Service Metrics can be found at www.servicemetrics.com.  Exodus manages...


 **18/3,K/31      (Item 17 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00316194  20000419LAW121  (USE FORMAT 7 FOR FULLTEXT)
**Exodus   Communications   Releases   Its   First   Independent   Analysis   of   Tax   Web
Site   Performance**
PR Newswire
Wednesday, April 19, 2000  13:17 EDT
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 607

...R Block Tax Center

    Measurement Methodology
    Using technology provided by its subsidiary, Service Metrics, Exodus
**measures** the **performance** of Web sites from the end-user perspective
through
its worldwide network of Data Collection...

...each of the Web pages three times per hour, 24 hours a day.  For each
**URL** , the full page and all the objects on that page (graphics, redirects,
**ads ,**
frames, etc.) are downloaded.  As the page and all the objects on it are
being...

...web sites.  Through its
subsidiary, Service Metrics, Exodus is a leading source of Web site
**performance   monitoring** and **measurement** services. Exodus manages its
network
infrastructure via a worldwide network of Internet Data Centers (IDCs...

...the United States, Europe and Asia Pacific. More information on Exodus
can
be found at **http** ://www.exodus.net.

SOURCE Exodus Communications, Inc.
CONTACT: Bill Quinn of Exodus Communications, Inc., 303...


**18/3,K/32      (Item 18 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00240709  20000105SFW016  (USE FORMAT 7 FOR FULLTEXT)
**Macromedia Enables Intelligent Web Printing for E-Business Applications**
PR Newswire
Wednesday, January 5, 2000  08:00 EST
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,203

Photo:   **http** ://www.newscom.com/cgi-bin/prnh/19990921/MACRLOGO )
    With this new technology initiative, developers will...

...Click-and-Mortar coupons that drive
online users to stores with trackable incentives, greeting cards,  **ad**
**banner**
printing that prints the unseen information behind the  **banner** , and
vector-based city and street maps.

    Macromedia Flash solves the ongoing problem of Web...

...users
      to their stores with incentives like high-quality, printable Web
      coupons, which are also **trackable** to **measure   effectiveness**
closing the
      loop between Web and retail locations.

    * Mapping -- Flash enables the printing of customizable...


**18/3,K/33      (Item 19 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00214204  19991112CHF010  (USE FORMAT 7 FOR FULLTEXT)
**Realty.com   Launches  AgentChoice  at  National  Association  of  Realtors
National Convention & Expo**

PR Newswire
Friday, November 12, 1999  11:41 EST
JOURNAL CODE:  PR  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 604

TEXT:
...go on-line and create and publish
full-featured professional web sites under their unique  **URL** , within 15
minutes
and without any technical knowledge.  Powered by ActiveAgent(TM)
technology,
AgentChoice provides real estate agents with advanced back-end features,
including  **advertising**  tracking, lead tracking, and traffic analysis
tools.
The announcement is being made at the 1999...

...provides them with a professional custom-look web site,
and the most sophisticated tools to  **track**  and  **measure**  **performance**  and
systematically manage leads."

...the
cost-effectiveness of individual advertising and marketing efforts.
Through
ADTracker, agents can assign unique  **web**  **addresses**  to individual
**advertising**
and marketing efforts and track their success.  For example, yard signs or
newspaper  **ads**  can be printed to display two unique  **web**  **addresses** , and
each
one's access and usage can be tracked.

     LeadTracker - LeadTracker provides agents with...

...a return-on-investment money back guarantee.

     About Realty.com

     Headquartered in Columbia, South Carolina,  **HTTP**  Development, Inc.,
d/b/a
Realty.com, provides Internet marketing and management solutions and
productivity tools to residential and  **commercial**  real estate
professionals
nationwide.  Since 1996, through technology/education seminars and Internet
marketing, Realty.com...

...and
real estate professionals with online access to realty listings, including
homes, apartments, land, and  **commercial**  property.  This realty resource
center
also gives access to providers of ancillary realty services and...


 **18/3,K/34      (Item 20 from file: 613)**
DIALOG(R)File 613:PR Newswire
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00114284  19990524SFM084  (USE FORMAT 7 FOR FULLTEXT)
**eBay Selects AdKnowledge for Web Ad Management**
PR Newswire
Monday, May 24, 1999  08:08 EDT

JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 608

TEXT:
...System is
designed to automate the process of executing web advertising programs,
empowering users to **measure** web advertising **effectiveness** and then
optimize
results. AdKnowledge customers use the AdKnowledge System to maximize the
return-on...

...the results of our campaigns by changing and rotating ads to
improve a campaign's **performance** ."

   "Our post-click **tracking** and reporting services are designed to
provide
eBay with a thorough understanding of exactly which...

...About AdKnowledge
   AdKnowledge is the only independent provider of a complete, end-to-end
web
 **advertising** management system that is focused entirely on the needs of
buyers
of **advertising** . The AdKnowledge System, delivered through an
easy-to-manage
web-based interface, enables marketers and agencies to execute, measure and
optimize web **advertising** campaigns. AdKnowledge has forged relationships
with
all the key industry research, data and technology leaders. For a list of
partnerships, visit the web site at
 **http** ://www.adknowledge.com/aksystems/datapartners.html. AdKnowledge is a
privately held company, funded by Kleiner...
...in New York. Contact
via phone at 650-842-6500 or on the Internet at **http**
://www.adknowledge.com.

SOURCE  AdKnowledge

 CONTACT: Michele Schott of AdKnowledge, 650-842-6502, or
mschott...


 **18/3,K/35**     **(Item 1 from file: 610)**
DIALOG(R)File 610:Business Wire
(c) 2004 Business Wire. All rts. reserv.

00555591 20010717198B6265  (USE FORMAT 7 FOR FULLTEXT)
**Techtel Demand Tracking: High Tech Demand Is Better Than It Seems; Flat is
the New Target for Planning and Investing Based on Techtel's Upstream
Demand Research**
Business Wire
Tuesday, July 17, 2001  09:06 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 675

...study, contact Techtel at 510/655-9414

   About Techtel Corporation

Techtel Corporation, in Emeryville, Calif., **tracks** market demand for IT
solutions in 40 categories and nearly 100 companies. Techtel also **measures**
**advertising** **effectiveness** , brand equity and customer loyalty. Leading
technology companies rely on Techtel's research information to...


**18/3,K/36     (Item 2 from file: 610)**
DIALOG(R)File 610:Business Wire
(c) 2004 Business Wire. All rts. reserv.

00541674  20010620171B2117  (USE FORMAT 7 FOR FULLTEXT)
**Fleet  Advertising  Media  Group,  NxGen and Terion Announce an Alliance to**
**Provide  Internet Tracking and Reporting Services for Audited Statements in**
**Fleetside Advertising.**
Business Wire
Wednesday, June 20, 2001  10:00 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 2,425


TEXT:
...route and street
addresses. These extra added value services will give clients the ability
to
 **monitor**  and **measure**  the  **effectiveness**  of their ads on a daily basis
in real
time.

NxGen Telematics, Inc., a new...

...enabling advertising agencies and clients the ability to launch and
monitor advertising campaigns quickly and  **measure**  their  **effectiveness**
in less
time than other forms of Out of Home media.

...NxGen will make
available to media companies the use of fully customized reporting services
for  **measuring**  the  **effectiveness**  of their advertising. This technology
will
enhance the agencies' ability to target specific demographics and...

...their own private databases for each client and compare any
combination of like advertisers to  **measure**  the results and  **effectiveness**
 of
each campaign in a given city.

NxGen's Media Platform is the advertising industry...

...agencies alike, this will be the strongest monitoring tool they have
ever
had available for  **measuring**  and targeting  **performance**  in the
Out-of-Home
market.
There is a  ...correctly
they engage the viewer to accept the message. The strength of the design
will
 **determine**  its  **effectiveness** .

The technology of the Internet has heightened consumer's expectations. It

is
not enough just...Inc., Apple Valley
                    Tom E. Swiech, 952/686-2801
                    www.toms@nxgentelematics.com
                    or
                    Fleet **Advertising** Media Group, Inc.
                    George Gearner, 800/948-4802
                    www.famg.com
                    or
                    Traffic Audit Bureau
                    Larry Hennessey, 212/972-8075
                    Fax: 212/972-8928
                    info@tabonline.com
                    **http** ://www.tabonline.com/abouttab--index.html or call

URL:                http://www.businesswire.com


 **18/3,K/37      (Item 3 from file: 610)**
DIALOG(R)File 610:Business Wire
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00500521  20010417107B0243  (USE FORMAT 7 FOR FULLTEXT)
**Department of Defense To** Measure **Military Hospital** Performance **with
MEDSTAT System**
Business Wire
Tuesday, April 17, 2001  09:20 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 671

**Department of Defense To** Measure **Military Hospital** Performance **with
MEDSTAT System**

TEXT:
...a
winning team with ACS (NYSE: ACS) as prime, to assist military hospitals
with
their **performance  measurement** and improvement efforts under the
military's
National Quality Management Program (NQMP).

NQMP is focused on **monitoring  performance** and improving quality of care
within
the military health system.

...military hospitals' performance on the Joint Commission on
Accreditation of Healthcare Organizations' (JCAHO) ORYX(TM) **performance
measurement** initiative. Quarterly ORYX results will be shared with NQMP
participants via the Internet. NQMP involves...

...their other quality
improvement activities."

MEDSTAT IMSystem was audited by JCAHO and, as an accepted **performance
measurement** system for the JCAHO ORYX initiative, is used by several
hundred
hospitals and health systems...

...for reporting their

performance as part of the JCAHO accreditation process. IMSystem is a
comparative **performance   measurement** system that **measures** actual
clinical
 **performance** compared to peers, and provides users with data for improving
performance and demonstrating the quality...
...country to meet their ORYX reporting requirements.
MEDSTAT solutions provide the broadest range of accepted  **performance**
**measures**
available in the industry for ORYX reporting by hospitals.

The MEDSTAT Group (www.medstat.com...

...1000 company comprised of nearly 20,000 people in 21
countries providing technology solutions to  **commercial**  and government
clients
worldwide. The company delivers e-solutions, systems integration services,
and
a complete...

...symbol "ACS". ACS makes technology work
for our clients. Visit ACS on the Internet at  **http** ://www.acs-inc.com.

The statements in this news release that do not directly relate...


 **18/3,K/38      (Item 4 from file: 610)**
DIALOG(R)File 610:Business Wire
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00460557  20010212043B9141   (USE FORMAT 7 FOR FULLTEXT)
**POWER Hiring Provides Innovative Hiring Process to TI**
Business Wire
Monday, February 12, 2001  07:59 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 587

...Hiring principles: P for Performance
Profiles, which define superior performance; O for Objective Evaluation,
which
 **measures** past **performance** as the best predictor of future performance;
W for
Wide-ranging Sourcing, which treats candidates as customers not
subordinates;
E for Emotional Control, to **measure   performance** then personality; and R
for
Recruiting Right, which reveals how recruiting is marketing not selling...

...professionals
through the hiring process from creating a new position profile, to writing
and posting **effective   ads** , to **tracking** and interviewing candidates,
to
recruiting. In public preview since October 2000, The Personal Hiring
CoachSM...

...on a 30-day trial basis and for $40 per month,
per user thereafter at  **http** ://www.POWERHiring.com.

    About POWER Hiring, Inc.

POWER Hiring, Inc. is a privately held company...


**18/3,K/39**     **(Item 5 from file: 610)**
DIALOG(R)File 610:Business Wire
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00377748 20001004278B4314 (USE FORMAT 7 FOR FULLTEXT)   ·
**NetZero Guarantees Increase in Web Site Traffic for New Advertisers**
Business Wire
Wednesday, October 4, 2000 08:45 EDT
JOURNAL CODE: BW LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 958

...users while maintaining the privacy of their personal
information. This technology enables the company to **monitor** the increased
**visits** to an advertiser's site during their NetZero ad campaign, giving
the
advertiser a valuable...

...following month.

"The Internet industry has long used click yield as a measure of an **ad**
campaign's effectiveness. This ignores all of the additional traffic that
is
generated by the...
...CEO, NetZero.
"Many users visit the sites later by typing in a web site's **URL** rather
than
clicking on the **banner** **ad** when it appears.

"Similarly, you may be driving down a road and see a billboard...

...our technology, we can now show more fully the impact of an ad campaign
by **measuring** the number of **visits** to an advertised site before and
during a
campaign," Goldston continued. "In addition, we can...

...risks and uncertainties include, among others, the
effect of competition in the area of online **advertising** and **advertising**
measurement tools; NetZero's ability to maintain a user base sufficient to
make its **measurement** tools **effective** ; the ability of NetZero to operate
its
CyberTarget division successfully and to use CyberYield effectively...

...the company's Form 10-K and other filings
with the Securities and Exchange Commission ( **http** ://www.sec.gov)
including
(without limitation) information under the captions "Management's
Discussion
and Analysis...


**18/3,K/40**     **(Item 6 from file: 610)**
DIALOG(R)File 610:Business Wire
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00293429 20000605157B4511 (USE FORMAT 7 FOR FULLTEXT)
**BellSouth Introduces Managed VPN Services; Extends Internet Portfolio for**

**E-Businesses**
Business Wire
Monday, June 5, 2000  08:32 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,138

...the VPN network and customer premise equipment
   -- Proactive Service Level Agreements (SLAs) with customer-level
      **measurement** and reporting of **performance** objectives and
      automatic issuing of credits if necessary
   -- Round-the-clock technical support and remote...

...accounts if objectives are missed. In addition, the SLAs for this new
service apply to **performance   measurements** rated specifically for each
business
customer, not aggregated as much of the industry does. Other...

...time installations
The SLAs will also include comprehensive monthly reports that will allow
companies to **track** network **performance** . These Internet performance   ⁄
guarantees
are the latest in a series of formalized, robust service level...

...satisfied customers over
all other major national providers. In addition, BellSouth has demonstrated
a
consistent **track** record of Internet **performance** , earning multiple A+
ratings
over the past year from Visual Networks, a leading independent firm that
**measures** the **performance** and reliability of large ISPs nationwide.
These
distinctions, along with Cisco Powered Network certification, redundant...

...services, Internet, data and e-commerce applications,
wireless communications, entertainment services, and online and directory
**advertising** to nearly 39 million customers in 19 countries worldwide.
NOTE:
For more information about BellSouth, visit our Web page at
 **http** ://www.bellsouth.com/
Note to Editors:

The following BellSouth press release is one of four...


 **18/3,K/41     (Item 7 from file: 610)**
DIALOG(R)File 610:Business Wire
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00264400  20000425116B4680  (USE FORMAT 7 FOR FULLTEXT)
**Keynote Announces First Diagnostic Service  for the Internet, Measuring
Performance of Peering Connections, to Immediately Pinpoint and Improve Web
Performance Problems**
Business Wire
Tuesday, April 25, 2000  14:20 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,135

...and server problems by

seeing a wealth of information displayed all at once. Slow parallel
 **traceroutes**  from multiple locations diagnose bottlenecks where they
converge.
Parallel Instant Measurements diagnose content problems that can slow
overall
 **performance**  by  **measuring**  file downloads from multiple locations and
isolating
the problem to a particular  **ad**  or content server or hosting location.

Keynote subscribers access Diagnostic Perspective through the MyKeynote(TM
...


   **18/3,K/42      (Item 8 from file: 610)**
DIALOG(R)File 610:Business Wire
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00180005  20000126026B1331  (USE FORMAT 7 FOR FULLTEXT)
**(PSIX)   PSINet's   Jyra   In-Site   Service   Chosen   by   Leading   Electronic
Newspaper;   Jyra In-Site helps Telegraph Deliver Unrivaled Performance Even
at Peak Times**
Business Wire
Wednesday, January 26, 2000  10:19 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 723

TEXT:
...independent commercial Internet Service Provider and
Jyra Research, Inc (OTCBB:JYRA), a leading supplier of  **performance**
 **monitoring**  solutions, announce that the Electronic Telegraph, one of
Europe's largest electronic publications, has chosen...

...electronic publications.

    About Jyra Research Inc

 Jyra Research Inc is a leading provider of ecommerce  **performance**
 **monitoring**  solutions. Jyra  **measures**  the quality of service in terms of
transactions delivered to ecommerce customers. Jyra enables business
managers to  **monitor   performance**  of core business systems allowing them
to maximise revenue generation opportunities from eccomerce operations.
Further...

...IP) data
communications carrier focused on the business marketplace. As the
first and largest independent  **commercial**  Internet Service Provider in
the world, PSINet offers high-speed corporate LAN connectivity services
supporting...

...Netherlands,
Panama, Spain, Switzerland and the UK. The PSINet UK web site is
available at  **http** ://www.uk.psi.net.
The statements in this press release that relate to future plans...


   **18/3,K/43      (Item 9 from file: 610)**
DIALOG(R)File 610:Business Wire
(c) 2004 Business Wire. All rts. reserv.

00179302  20000125025B0568  (USE FORMAT 7 FOR FULLTEXT)
**(ISSX) BellSouth and Internet Security Systems Team Up to Offer Total Managed Security Solution**
Business Wire
Tuesday, January 25, 2000  15:12 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,166


...on their core business."

"ISS has always been impressed with BellSouth's Business Internet
Services **track** record for **performance** , commitment and overall customer
satisfaction," noted Tom Noonan, president and Chief Executive Officer
of ISS...

...a recent Ernst &
Young survey(a), more than half of U.S. businesses do NOT **monitor** their
on-line **activities** and an even greater number have no planned incident
response. Additionally, with more than 60...
...monitoring and maintenance to ensure security of a
      company's Internet gateway
--    Intrusion detection and **response** - includes real-time **monitoring**
      of network traffic for security violations or network misuse
--    Anti-virus/anti-vandal filtering - removes...

...satisfied customers over all other major Internet providers. In
addition, BellSouth has demonstrated a consistent **track** record of
 **performance** , earning multiple A+ ratings from April through December
1999 by Inverse Network Technology, a leading independent firm that
 **measures** the **performance** and reliability of large ISPs nationwide.
These distinctions, along with Cisco Powered Network certification,
redundant...

...a $25 billion communications services company. It
provides telecommunications, wireless communications, cable and digital
TV, **advertising** and publishing, and  ...nearly 36 million customers in 20
countries worldwide. BellSouth's Web
site is located at  **http** ://www.bellsouth.com.

(a)  Fifth annual Information Security Survey, 1999; Global results
     from 4,322...


 **18/3,K/44      (Item 10 from file: 610)**
DIALOG(R)File 610:Business Wire
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00178520  20000125025B1065  (USE FORMAT 7 FOR FULLTEXT)
**BellSouth and Internet Security Systems Team Up to Offer Total Managed Security Solution**
Business Wire
Tuesday, January 25, 2000  07:19 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,166


...on their core business."

"ISS has always been impressed with BellSouth's Business Internet

Services **track** record for **performance** , commitment and overall customer satisfaction," noted Tom Noonan, president and Chief Executive Officer of ISS...

...a recent Ernst &
Young survey(a), more than half of U.S. businesses do NOT **monitor** their on-line **activities** and an even greater number have no planned incident response. Additionally, with more than 60...
...monitoring and maintenance to ensure security of a
    company's Internet gateway
--  Intrusion detection and **response** - includes real-time **monitoring**
    of network traffic for security violations or network misuse
--  Anti-virus/anti-vandal filtering - removes...

...satisfied customers over all other major Internet providers. In addition, BellSouth has demonstrated a consistent **track** record of
 **performance** , earning multiple A+ ratings from April through December 1999 by Inverse Network Technology, a leading independent firm that
 **measures** the **performance** and reliability of large ISPs nationwide. These distinctions, along with Cisco Powered Network certification, redundant...

...a $25 billion communications services company. It provides telecommunications, wireless communications, cable and digital TV, **advertising** and publishing, and  ...nearly 36 million customers in 20 countries worldwide. BellSouth's Web
site is located at  **http** ://www.bellsouth.com.

(a)  Fifth annual Information Security Survey, 1999; Global results
     from 4,322...


 **18/3,K/45      (Item 11 from file: 610)**
DIALOG(R)File 610:Business Wire
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00178518  20000125025B1063  (USE FORMAT 7 FOR FULLTEXT)
**BellSouth Guarantees Businesses Unparalleled Dedicated Internet Service**
Business Wire
Tuesday, January 25, 2000  07:18 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 873

...will enjoy a new level of confidence through a number
of progressive features, including:

--  Proactive **monitoring** of **performance** against all objectives and
    automatic issuing of credits;
--  Guaranteed network availability of 99.9 percent...

...satisfied customers over all other major national providers. In addition, BellSouth has demonstrated a consistent **track** record of Internet **performance** , earning multiple A+ ratings from April through December 1999 by Inverse Network Technology, a leading independent firm that **measures** the **performance** and reliability of large ISPs nationwide. These distinctions, along with Cisco Powered Network certification, redundant...

...a $25 billion communications services company. It provides

telecommunications, wireless communications, cable and digital TV,
**advertising** and publishing, and Internet and data services to nearly 36
million customers in 20 countries worldwide. BellSouth's Web site is
located at **http** ://www.bellsouth.com.

Distributed via COMTEX.
 -0...


 **18/3,K/46      (Item 12 from file: 610)**
DIALOG(R)File 610:Business Wire
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00166184  20000105005B0152  (USE FORMAT 7 FOR FULLTEXT)
**Financial  Industry  Embraces  WebTrends eBusiness Intelligence and Systems
Management Solutions**
Business Wire
Wednesday, January 5, 2000  09:21 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 897


...NYSE:FTU), First USA, and State Street Bank (NYSE:STT) use WebTrends
enterprise solutions to **efficiently   track** customer trends and optimize
their eBusiness.

Today's financial companies are aggressively utilizing the Internet...

...Product
Manager at Bank of the Northwest. "Using WebTrends' comprehensive,
scalable reporting capabilities, we can **effectively   measure** our
Internet efforts to better serve our customers."

WebTrends Corporation provides the industry's most...
...Northwest Bank of the Northwest (Nasdaq:BKNW), is a
locally owned and managed full-service **commercial** bank that opened for
business in October 1996. Based on measurement statistics tracked by
the...

...businesses, professionals,
community organizations and individuals. Visit Bank of the Northwest on
the web at **http** ://www.bknw.com.

About WebTrends Founded in 1993, WebTrends Corporation
(http://www.webtrends.com) is...


 **18/3,K/47      (Item 13 from file: 610)**
DIALOG(R)File 610:Business Wire
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00165501  20000104004B1307  (USE FORMAT 7 FOR FULLTEXT)
**Teen.com Moves Servers to Exodus as Teens Flock Online**
Business Wire
Tuesday, January 4, 2000  11:11 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 532

...sites. Through its subsidiary, Service
Metrics(TM), Exodus is a leading source of Web site **performance
monitoring** and **measurement** services. Exodus manages its network
infrastructure via a worldwide network of Internet Data Centers (IDCs...

...list (The Web's Most Popular Kids Sites www.hot100.com/kids)

For information on **advertising** , contact AdSmart at: **ads** @teen.com. More
information on Teen.com can be found at **http** ://www.teen.com.

This press release contains forward-looking statements. Actual results
may differ materially...


**18/3,K/48      (Item 14 from file: 610)**
DIALOG(R)File 610:Business Wire
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00155775  19991213347B1547   (USE FORMAT 7 FOR FULLTEXT)
**BellSouth Ranked Number One ISP by Business Customers**
Business Wire
Monday, December 13, 1999  12:46 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 711

...one of the nation's top-rated Internet service providers.
BellSouth has demonstrated a consistent **track** record of Internet
**performance** , earning multiple A+ ratings from April through October
1999 by Inverse Network Technology, a leading independent firm that
**measures** the **performance** and reliability of large ISPs nationwide.
These distinctions, along with redundant Internet backbone links, 24x7...

...a $25 billion communications services company. It provides
telecommunications, wireless communications, cable and digital TV,
**advertising** and publishing, and Internet and data services to nearly 36
million customers in 19 countries worldwide. BellSouth's Web site is
located at **http** ://www.bellsouth.com.
BellSouth Business is a trade name of BellSouth Intellectual Property
Corporation licensed...


**18/3,K/49      (Item 15 from file: 610)**
DIALOG(R)File 610:Business Wire
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00151468  19991206340B0458   (USE FORMAT 7 FOR FULLTEXT)
**Streaming Media West '99 Exhibitor Profiles A Through Z; Conference and
Exposition to Take Place This Week (Part 4 of 4)**
Business Wire
Monday, December 6, 1999  14:00 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 2,311

...media --
RealNetworks and InterVu -- content distribution -- Akamai and
numerous content Web sites. For more information, **visit**
www.globeinternet.net/ **track** /.

Company:  TellSoft Technologies
Booth:    913
Contact:  Scott King
Phone:    800-225-2689
E-mail:   sales...only company to offer a complete suite of products and
services for authoring, deploying and **measuring** the **effectiveness** of
interactive broadband programming. This unique set of offerings
includes dynamic overlays and storyboarding, powerful...Suite, allows for
an
incomparable interactive webcast experience, fusing together
video/audio streaming, animation, graphics, **banner ads** , e-commerce,
text and database information. Webcasts.com has set the benchmark for
dynamic, live webcast experiences, including live **URL** flips -- links
produced 'on-the-fly' in context with the webcast content. The company
produces...

...D.C., Chicago,
IL, Phoenix, AZ and Oklahoma City, OK. Visit their Web site at
**http** ://www.webcasts.com.

Company:  Westwind Media.com, Inc.
Booth:    516
Contact:  Liz Hansen
Phone:    303...


 **18/3,K/50      (Item 16 from file: 610)**
DIALOG(R)File 610:Business Wire
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00146182  19991101305B1222   (USE FORMAT 7 FOR FULLTEXT)
**Engage's I/PRO Launches Velocity; Web Measurement Leader Introduces New
Service For Monitoring Web Site Speed and Performance**
Business Wire
Monday, November 1, 1999  08:03 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,065

TEXT:
...to its line
of Web site analysis services. Velocity provides customers with the
ability to **monitor** the speed and **performance** of their sites from their
end-users' perspective to ensure third-party accountability; solve
Web...

...satisfying this critical need for information," said
Deborah McWhinney, I/PRO President. "Our NetLine site **activity
measurement** service and Custom Research services provide a site with
knowledge on the size, quality and...

Velocity provides information on how long it takes to access a **URL** ,
begin receiving **URL** content, and download all the content or objects on
that page. **Ad banners** and third-party syndicated content can be
monitored to ensure they are delivered within the...

...to target and deliver advertisements, commerce and
e-commerce offerings to their audiences and to **measure** their
**effectiveness** . On September 23, 1999, Engage entered into a definitive

agreement to acquire AdKnowledge Inc., a...


**18/3,K/51      (Item 17 from file: 610)**
DIALOG(R)File 610:Business Wire
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00118554  19991012285B0141  (USE FORMAT 7 FOR FULLTEXT)
**AltaVista to Deploy Engage's Profiling Technology to Enhance Profile-Driven**
**Advertising**
Business Wire
Tuesday, October 12, 1999  09:53 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,003

TEXT:
AltaVista Company,
the premier media and commerce network and top 10 Internet site at
 **http** ://www.altavista.com, has selected Engage Technologies, Inc.
(NASDAQ:ENGA) to provide enhanced profile-driven online  **advertising**
technology and services. AltaVista and Engage are both majority-owned
operating companies of CMGI, Inc...

...based on comprehensive visitor profiling. AltaVista advertisers
will benefit from a greater ability to accurately  **track**  and  **measure**  the
 **effectiveness**  of their advertising campaigns with this new technology.
Terms of the agreement were not disclosed.
...to target and deliver advertisements, commerce and
e-commerce offerings to their audiences and to  **measure**  their
 **effectiveness** . On September 23, 1999, Engage entered into a definitive
agreement to acquire AdKnowledge Inc., a...


**18/3,K/52      (Item 18 from file: 610)**
DIALOG(R)File 610:Business Wire
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00108568  19990923266B0243  (USE FORMAT 7 FOR FULLTEXT)
**CACI  Products  Company  Expands Capabilities of Network Associates Product**
**Line**
Business Wire
Thursday, September 23, 1999  13:16 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 727

...availability. Sniffer Predictor can generate detailed reports and
charts illustrating how various network changes affect  **performance** ,
outlining  **measures**  in delay and utilization as well as predictions of
where bottlenecks may appear. Sniffer Predictor...

...specific application
tools since 1962. CACI's products are used by more than 8,000
 **commercial** , government and academic institutions worldwide.
Specializing in  **performance**  prediction,  **monitoring**  and planning
software, CACI provides innovative simulation software for network
managers, service providers, integrators, and...
...wholly owned subsidiary of CACI International Inc. More information
is available on the Internet at  **http** ://www.caciproducts.com.

COMNET Predictor is a trademark of CACI Products Co. All other companies...


**18/3,K/53      (Item 19 from file: 610)**
DIALOG(R)File 610:Business Wire

00091222  19990817229B1131  (USE FORMAT 7 FOR FULLTEXT)
**BlueStreak.com Introduces Unrivaled Advertising Authoring System**
Business Wire
Tuesday, August 17, 1999  08:29 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,013

...advertising agency can develop and implement an ad. With
On-The-Fly, agencies can also **monitor** the **effectiveness** of the ad in
real-time and make alterations throughout a live campaign.

"By enabling...

...the campaign.

On-The-Fly Reports: This allows advertisers and merchants to access
information to **measure** the **effectiveness** of the advertising campaign.
Users access the information online at the BlueStreak Customer Center
server...
...Newport, RI, BlueStreak.com was founded to capitalize on the
intersection of online commerce and **advertising** . By merging the power
of interactive **advertising** with on-the-spot transactions,
BlueStreak.com enables customers to develop innovative solutions for
electronic commerce, interactive information exchange and online
 **advertising** significantly faster than existing offerings, while
addressing the many pitfalls that exist with current **advertising**
solutions. The company's E* **Banner** technology enables high-impact, rich
media **ads** that provide an expandable, transactive environment which can
be used to sell products, exchange information or **advertise** .
BlueStreak.com's technology provides significant benefits to
 **advertisers** and merchants, Web sites, **advertising** agencies and end
users alike by increasing the potential for a transaction to occur,
without hijacking consumers to another site. Examples of E* **Banner**
technology at work, as well as more information on the company, can be
found at **http** ://www.bluestreak.com.

 -0-
CONTACT:       BlueStreak.com...


**18/3,K/54      (Item 20 from file: 610)**
DIALOG(R)File 610:Business Wire

00039996  19990504124B1586  (USE FORMAT 7 FOR FULLTEXT)
**IBM Turns Up the Heat With Delivery of HotMedia 2.0**
Business Wire
Tuesday, May 4, 1999  15:49 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT

DOCUMENT TYPE: NEWSWIRE
WORD COUNT: 1,115

...Version 2.0 of the HotMedia toolkit, which can be downloaded
free-of-charge at **http** ://www.ibm.com/hotmedia beginning June 1, 1999,
includes the following new features: Authoring support...

...over audio in HotMedia 1.2. HotMedia can deliver streaming audio
to enhance e-commerce, **banner advertising** and other applications as
part of the single, easy-to-use HotMedia file. Java 360...

...privacy, HotMedia's
tracking features can be disabled when the content is created,
preventing any **tracking** of user **activity** . **TrackSelect** : This new
feature enables content authors to "label" the media tracks within a
HotMedia file...
...network speed. Using this feature, Web publishers can target
individual elements of, for example, a **banner ad** to specific target
audiences. Timing estimation. A 'timing meter' within the HotMedia
assembly tool provides...

...advertising across the Web. "Together with MatchLogic's demographic
databases and our SpeedSelect solution for **determining** the **effective**
bandwidth a user is experiencing, TrackSelect can help provide
compelling, targeted, and bandwidth-appropriate content...

...mouse.
Intellicast -- The premiere weather forecasting site on the Web is
using HotMedia to allow **visitors** to **track** tornadoes and hurricanes.
IPIX Partnership

Demonstrating its ability to integrate third-party Java functions into...


 **18/3,K/55**     **(Item 21 from file: 610)**
DIALOG(R)File 610:Business Wire
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00035835  19990427117B1269   (USE FORMAT 7 FOR FULLTEXT)
**InterWorld Announces Strategic Alliance With Linkshare**
Business Wire
Tuesday, April 27, 1999  11:29 EDT
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 764

TEXT:
Combined Technology Expands eCommerce Site Functionality to Include
Ability to **Track** , Manage and **Measure Effectiveness** of Online

        Marketing and Promotional Initiatives

...drive additional
revenue. In addition, it provides them with the ability to track,
manage and **measure** the **effectiveness** and profitability of their online
marketing and promotional initiatives," said Cheryl Duda-Harte, vice
president...

...marketing and
operational requirements necessary for any Internet business to

succeed." LinkShare Corporation

LinkShare Corporation ( **http** ://www.linkshare.com) is the leader in
harnessing the power of the Web for eCommerce...

...part of the marketing
mix and a necessary complement to such traditional marketing vehicles
as **advertising** . In addition to providing technology, LinkShare serves
as an independent third party, tracking and verifying...


**18/3,K/56      (Item 22 from file: 610)**
DIALOG(R)File 610:Business Wire
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00019232  1999081B1239  (USE FORMAT 7 FOR FULLTEXT)
**Andromedia  Introduces Aria 3.0 and Aria Enterprise 3.0 -- the World's Most
Advanced and Comprehensive Realtime Web Site Activity Analysis Software**
Business Wire
Monday, March 22, 1999  09:28 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,385

TEXT:
ARIA is the solution of choice for marketers and Web site managers
who want to **measure** the **effectiveness** of online marketing

campaigns and need the most comprehensive view of their online
                         businesses

...depth of
information, the flexibility, and the scalability that ARIA provides.
Using ARIA, marketers can **measure** the **effectiveness** of their campaigns
and promotions, determine what content is most appealing, and know how
to...
...are reacting to particular
pages, content sections, advertisements or promotions.

ARIA's automated reports include: **Visitor** Reports to **determine** whether
the site is attracting new or repeat visitors; Site Objective Reports
that provide immediate conversion details to **determine** which promotions
drive **visitors** that perform desired site objectives; Content Reports to
determine whether specified content is viewed; Navigation...

...Like a Marketer

ARIA and ARIA Enterprise include the ARIA Category Manager for grouping
online **ads** and marketing promotions into campaigns and batching pages
or directories into Web site themes for quick analysis. ARIA's Dynamic
Content Analysis efficiently analyzes **URLs** of third-party content
publishing systems and Web application servers plus in-house CGI and
Java applications. ARIA's DNS Resolution displays top **visitor** domains
to **determine** target audience attraction. The ARIA Analyzer provides a
Web interface for remote administration monitoring plus...

...API for custom
report design and delivery; the ARIA Universal ID Server that enables
unique **visitor** **tracking** across multiple domains comprising a site; the
ARIA Exporter and the ICE (Information and Content...

**18/3,K/57**     **(Item 23 from file: 610)**
DIALOG(R)File 610:Business Wire

00019077  1999081B1116  (USE FORMAT 7 FOR FULLTEXT)
**Red Hat Software to Incorporate Ganymede Software Performance Endpoints
Into Next Release of Red Hat Linux**
Business Wire
Monday, March 22, 1999  08:32 EST
JOURNAL CODE:  BW  LANGUAGE:  ENGLISH  RECORD TYPE:  FULLTEXT
DOCUMENT TYPE:  NEWSWIRE
WORD COUNT: 1,080

...Red Hat Linux.

These endpoints are software agents used by Ganymede's Chariot and
Pegasus **performance** management solutions to **measure** the network
 **performance** of applications. This collaboration gives Internet service
providers (ISPs) and corporations an easy way to test and **monitor** the
 **performance** of networks with Linux servers installed.

"Just about every ISP we talk to has installed...

...available version of Linux, we are making it
easier for Linux users to test and **monitor** the network **performance** of
applications."

One of the hottest emerging market opportunities for Internet service
providers is application...

...with application
outsourcing."

Ganymede Software has two products, the Chariot testing system and the
Pegasus **performance**  **monitor** . Chariot has become the de facto standard
for testing end-to-end performance of a...

...application or technology, deploying
a new infrastructure or adding more users to a network. Pegasus
 **monitors** end-to-end **performance** over time. Pegasus proactively alerts
IT managers to performance problems and enables them to analyze...

...Linux
operating system. Working in cooperation with a huge development team
of research, academic, and **commercial** software developers over the
Internet, Red Hat's goal is to build the most accessible...
...Australian Personal Computing Magazines, and won the "Just
Plain Cool" award. On the Internet, visit **http** ://www.redhat.com

About Ganymede Software

Ganymede Software Inc. is the first to introduce a...